

SECTION: REMARKS

This reply is submitted pursuant to 35 U.S.C. §132 and 37 C.F.R. §1.111. The Office Action was carefully considered by the undersigned attorney and applicant. Reconsideration of the application is respectfully requested.

1. Summary of the Office Action.

The drawings were objected to.

The disclosure was objected to.

Claims 1-4 were pending.

Claims 1-4 stand rejected under 35 U.S.C §112, second paragraph.

Claims 3-4 stand rejected under 35 U.S.C §102(b) over Tsujita (6,325,725)

Claims 1-2 stand rejected under 35 U.S.C §102(b) over Kaenel (4,131,948)

2. Discussion.

The drawing objections are noted. Upon the close of prosecution corrected formal drawings will be submitted.

The objection to the disclosure is noted. The specification has been carefully amended to correct the objected to format. Withdrawal of the objection is believed to be in order.

Section 112, 2nd ¶ Rejection. Claims 1-4 were rejected under 35 USC §112, second paragraph. Applicant has informed the attorney of record that CM represents commercial or advertising. The claims have been amended to remove references to “CM” for clarity. The claims are believed to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Withdrawal of the rejection is believed to be in order.

Section 102 Rejection. Claims 3 and 4 were rejected under 35 USC §102(e) as being anticipated by

Tsujita and claims 1 and 2 were rejected under 35 USC 102(b) as being anticipated by Kaenel.

Claim 1 is amended to patentably distinguish over Kaenel and Tsujita by defining the **invention** to

(1) require that the system be based on common computer host, scorer console and monitor screen elements, (2) to clarify that the exciter is a *commercial advertising* exciter, (3) to clarify that the exciter is *based on the particular bowl result* of a particular bowler, and (4) to require that the exciter is *automatically* generated and displayed based on such bowl result. An exciter is a graphic, which is commonly animated, that is displayed on a display means such as a screen, monitor or CRT. Exciters are very commonly used on cell phones screens, the Internet and the like. Applicant has amended the specification and claims to rectify a spelling error in the term. The structure and function of the amended claim is not shown, suggested or made obvious by Kaenel nor Tsujita. In contrast, **Kaenel** shows an old bowling scorer wherein commands are sent directly from a manager's console 1 to the score processors 12, 12, 14...(Abstract and Fig. 2). Referring to column 10, lines 56-64, the manager's console is connected to a TV camera which is directed at an advertising display. Firstly, there is no disclosure nor suggestion of that an exciter be used in the scorer. Secondly, there is no disclosure nor suggestion that the advertisement TV signal be related to the results of a particular bowl result nor bowling game, and more particularly there is no disclosure that it be automatically generated. Finally, there is no disclosure of any means for generating exciter's or displaying a particular advertisement for a particular bowl result. Regarding **Tsujita**, it's bowling center management system can generate advertising commercials. However, such commercials are not exciters and they are not automatically displayed in relation to a specific bowler, let alone a particular bowl result. Instead, commercials are selected by conventional channel selection means by bowlers via a TV switch. (Figures 12-15 and column 8, line 35 to

column 9, line 48.) Applicant's invention as amended provides significant advantages over the prior art. A principal advantage to the bowling center management is that it provides significant commercial advertising for its sponsors. A significant advantage to the bowlers is that it provides an experience wherein the bowler's attention is particularly drawn to the advertisement by virtue of its being related to his or her game. It is submitted that this amendment clearly and patentably avoids the applied prior art. Withdrawal of the rejection is requested.

Claim 2 This claim stands rejected. It has been amended to depend from amended claim 1. It has also been amended to clarify that a score exciter is generated at the conclusion of a bowling game, is also related to such particular game, and that it is automatically generated based on a particular standard by a means for judgment. This structure and function is also not shown or suggested in the applied references. The claim is believed to be patentable for this reason in addition to those urged with respect to its base claim above.

Claim 3 This claim stands rejected. It has been amended to depend from amended claim 1. It has also been amended to clarify that the *bowling result exciter* is a non-animated, video recorded motion picture. This structure and function is also not shown or suggested in the applied references. In addition to not constituting exciters, Kaenel only discloses a static advertisement picture (not active video) and Tsujita only specifically discloses morphing pictures of a bowler's face. The claim is believed to be patentable for this reason in addition to those urged with respect to its base claim above.

Claim 4 This claim stands rejected. It has been amended to depend from amended claim 2. It has also been amended to clarify that the *score exciter* is a non-animated, video recorded motion picture. This structure and function is also not shown or suggested in the applied references. The

claim is believed to be patentable for this reason in addition to those urged with respect to its base claim above.

Claim 5 This new claim depends upon claim 1 and recites that bowling results upon which the result exciter is based include strikes and spares.

Claim 6 This new independent claim requires all of the elements of amended claim 1, and further requires specific picture display host, picture display computer, and multi-selector structure, interconnection of structure, and functionality. Support for these elements is disclosed in Figure 1 of the application and discussed in paragraph [0006] of the specification. This combination of elements is not shown, suggested nor made obvious by the applied references and is therefore believed to be allowable.

Claim 7 This new claim depends from claim 6 and further requires that the apparatus be operated in a specific method which is disclosed in paragraph [0005] of the specification. This combination of elements is not shown, suggested nor made obvious by the applied references and is therefore believed to be allowable.

3. Conclusion.

The claims pending after this amendment are believed to be patentable for the reasons stated above. The amendments are believed to be supported by the specification, claims and drawings as filed. It is believed that this case is now in a condition for allowance. Reconsideration and favorable action are respectfully requested.

Should the Examiner believe that telephone communication would advance the prosecution of this case to finality, she is invited to call at the number below.

It is respectfully requested that, if necessary to effect a timely response, this paper be considered as a Petition for an Extension of Time under 37 CFR 1.136(a), provided a Petition is not submitted separately.

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